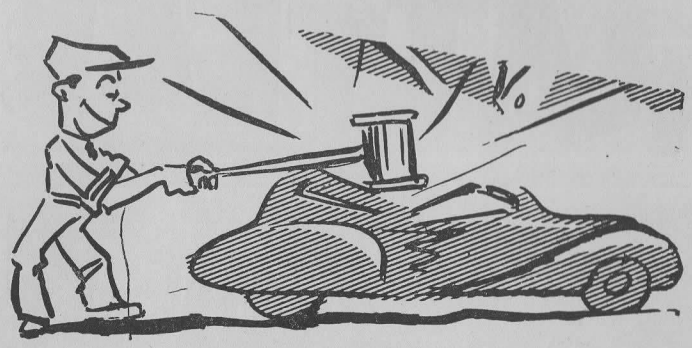
RATTLER

1/-

IN AID OF CHILDREN'S CHARITIES



DON'T GIVE WAY TO DESPONDENCY

Many a minor adjustment saves a major operation later. That's just as true of your car as it is of your constitution. So if you have any doubts, difficulties, or distressing symptoms, take your car to, and put your trust in the

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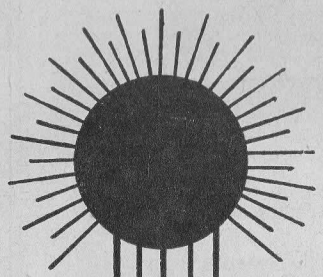

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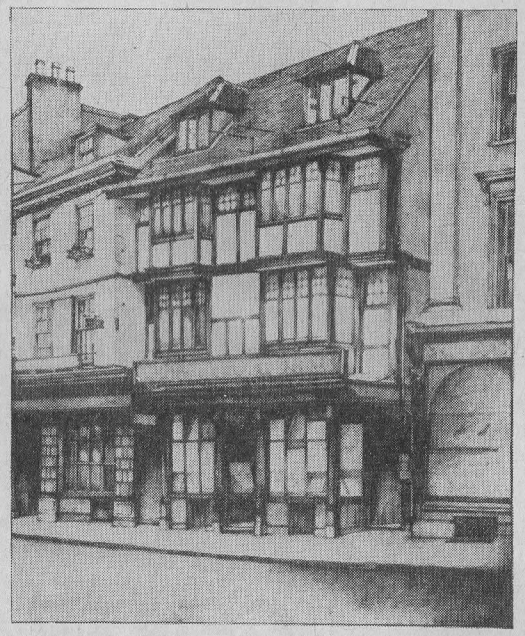

. . . from these premises in the Market Place, we supplied the people of Reading with their medical requirements.

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TOWN HALL,
READING.

I am delighted to know that once again the Students of Reading University propose to hold a "Rag" with the object of raising money for local charities and wish them every possible success.

This annual effort has become a much looked forward to event in the winter season and I appeal to my fellow citizens to respond generously to the light-hearted "demand" of the students, remembering the serious purpose behind their gaiety.

Mayor of Reading.

The Editor,
The RATTLER.

Here's a "Rattling" Good Idea!

MAKE BAYLIS YOUR FOOD STORE

SHOPS: Broad St. Corner, Reading
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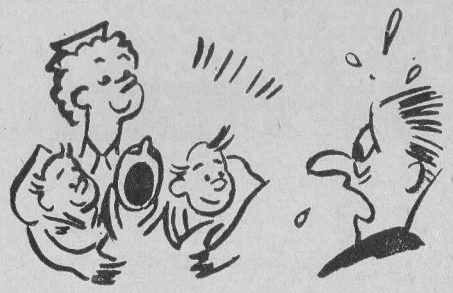

'Look pleasant, please!'

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is that a man is never too old or too young, too tall or too short, to look his best. Success follows sartorial care—look your best and you'll do your best.

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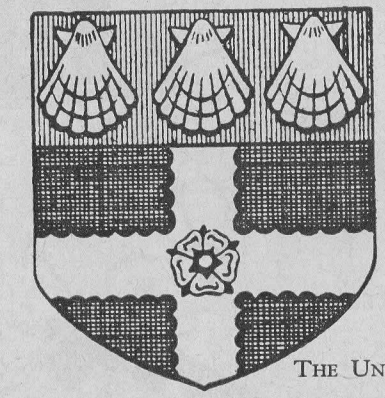

THE UNIVERSITY,
READING.

Here, once again, is "The Rattler". It makes its appearance once a year, when the members of the Students' Union endeavour, by flattery, cajolery or sheer persistence, to persuade the long-suffering citizens of Reading to part with their shillings.

Whether or not the purchasers get their money's worth is a matter of opinion — though there are grounds for hoping that this year's "Rattler" will prove more acceptable than some of its predecessors.

But whatever opinions may be held on that point, I hope that the purpose behind the whole of "Rag Day" will not be overlooked. The object of the exercise is to raise money for local charities and, especially, for children's charities. These activities are confined to one day in the year, and on that one day the collaboration of the Students' Union with the citizens of Reading has in the past produced some magnificent results. May I commend this objective to all who find themselves involved in this annual event?

J.F. Wolfenden

Vice-Chancellor

18th January, 1955.

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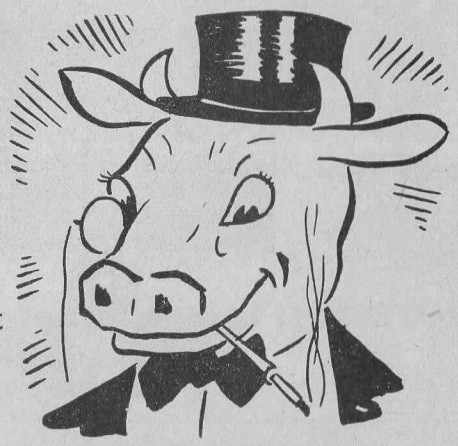

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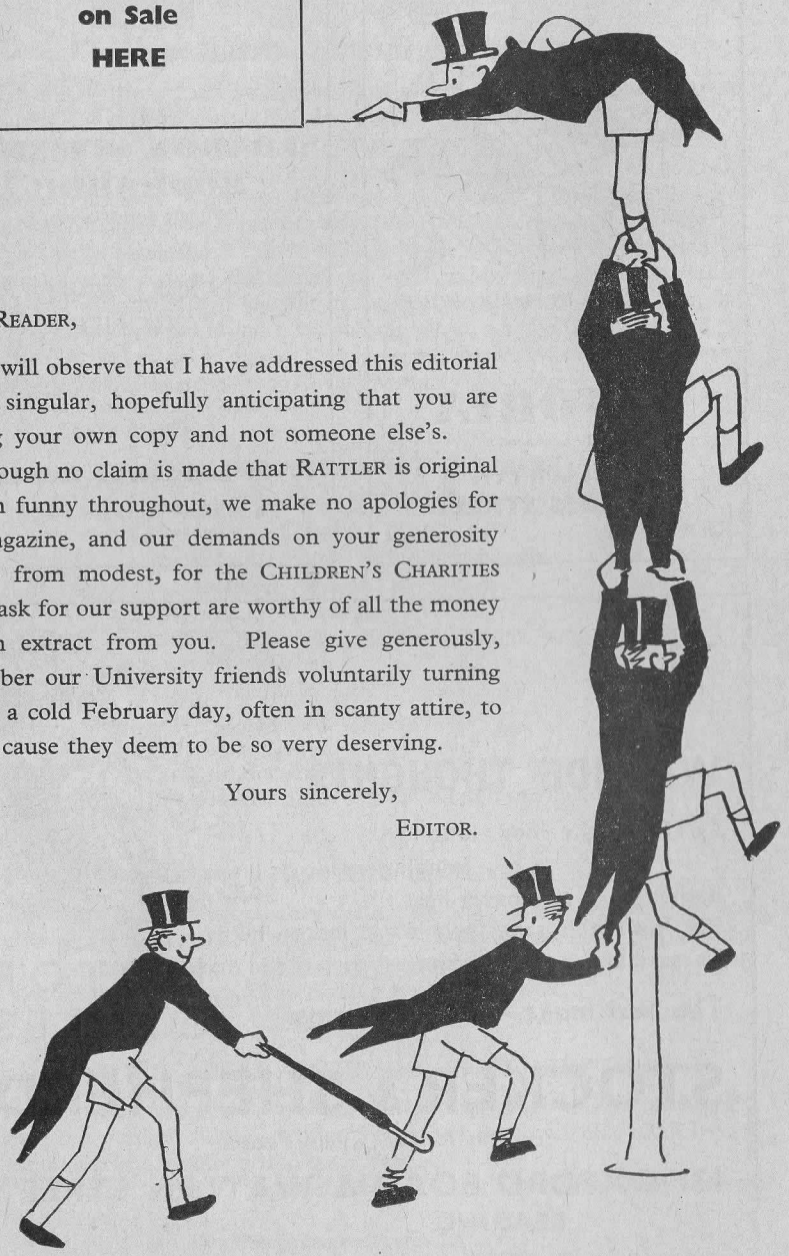


DEAR READER,

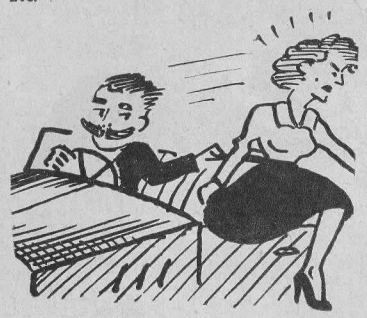
You will observe that I have addressed this editorial in the singular, hopefully anticipating that you are reading your own copy and not someone else's.

Although no claim is made that RATTLER is original or even funny throughout, we make no apologies for the magazine, and our demands on your generosity are far from modest, for the CHILDREN'S CHARITIES which ask for our support are worthy of all the money we can extract from you. Please give generously, remember our University friends voluntarily turning out on a cold February day, often in scanty attire, to help a cause they deem to be so very deserving.

Yours sincerely,

EDITOR.

Morning Coffee . Luncheons . Dinners
Catering for Socials . Weddings . Parties
Etc.



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★

WAYSIDE THOUGHTS

GIVE me the long, long
winding road,
Bathed in a summer's heat ;
But for Pete's sake, give me a motor bike
To save my poor old feet.

The best make—the best terms

MOTOR CYCLES

STOCKER & SHEPHERD
The Motor Cycle People
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To make a speech immortal you don't have to make it everlasting. — HORE-BELISHA.

ENGLISH — AS SHE IS WRITT

The following composition shows how completely the English language is adapted for sudden and unforeseen emergencies.

We began the publication of RATTLER with some phew diphphiculties. The type phounders phrom whom we get our outphit phor this printing ophphice phailed to supply us with any ephs or cays, and it was phour or phive weex bephore we could get any. The mistaque was not phound out phor a phew days, and we immediately ordered the missing letters. We did not lique the loox ov this variety ov spelling any more than our readers would, but mistaques will happen in the best regulated phamilies, and iph the ephs and cays and x's and q's would hold out, we could ceep (sound the "c" hard) RATTLER going aphter a phasion, till the letters arrived.

It was no joque to us — it was a very serious aphphair.

ENGLISH — HOW SHE IS SPOKE

The wind was rough
And cold and blough,
She kept her hands within her mough.
It chilled her through
Her nose grew blough ;
And still the squall the faster flough.
And yet, although
There was no snough
The weather was a cruel fough.
It made her cough —
Pray, do not scough —
She coughed until her hat blough ough.

ENGLISH — WHEN SHE IS PLAYED WITH

Golfers are funny — when they drive they walk. They leave the tee and go off with the caddy. The player who goes down in one, can finish one up. Truth may appeal to them but they prefer a good lie. They can halve a hole and still leave it whole, and can finish a round all square.

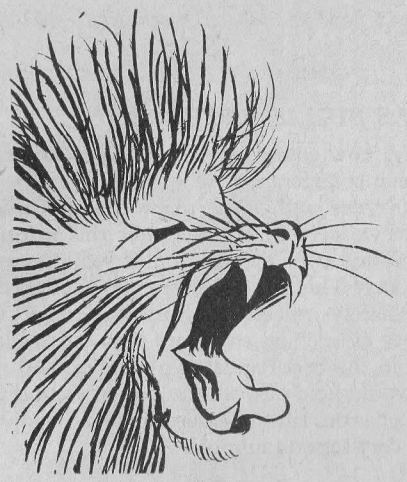
ENGLISH — LIKE WHAT SHE IS UNDERSTOOD

He was having carburettor trouble outside the village cafe. Straightening up after ten minutes fiddling under the bonnet, he found the small boy of the establishment watching him with interest.

"Here sonny," he said, "run and ask your dad if he could let me have some pliers, will you ? "

In a couple of minutes the youngster returned.

"Dad says he's only got Gold Flake. Will they do ? "



If you like the lion's share . . .

—or if you just peck at morsels — you'll really enjoy the choicest cuts of meat supplied by

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CCA MOTORS
is the place for new and guaranteed used cars
of all makes
106 FRIAR STREET
(The walk around showroom) next to Woolworths *Telephone : 2909*
267 OXFORD ROAD — 576 OXFORD ROAD

There are two sides to every question, the wrong side — and our side.

THE LITTLE LION'S DAY or A ROMP THROUGH READING

The Lion in the Forbury muttered and moaned.
He sighed and he sobbed and he wept and he groaned.
The sparrows accustomed to perch on his ears
Were sadly disturbed by the deluge of tears.
"What ho! Mr. Lion," cried a cheeky young robin,
"Why are you weeping and wailing and sobbin' ?
Are there moths in your mane ? Is your tail getting chipped ?
Let me fetch you a packet of Tibs, Sir," he quipped.
The Lion made no answer, his whiskers drooped low.
The shame that he suffered no human can know.
He whisked with his tail at the tears on his cheeks,
And at last broke the silence of seven long weeks.
Said he, "I'm a lion, nobly born, nobly bred,
Of all the wild animals monarch and head !
Yet once every year I am ashamed and degraded
(And he pointed to markings of past years not faded)
With paint and with paste ! and with posters and glue !
Me miserumque ! But what can I do ? "
But up in Valhalla, where good lions retire,
The gods heard this outburst of sorrow and ire.
And as the Procession was passing the square,
The Lion from his pedestal leapt in the air !
And kicked up his paws like a frisky young cub
(As a David's man runs when he's asked for a sub.).
So he ran and he romped and he rushed like a race
And tore through the streets at a hell-for-paws pace,
And he did a back somersault up in the air,
And knocked down the steps at the feet of the Mayor,
And he leapt over lorries and crashed into cars,
Like a rocket from Venus, a Saucer from Mars.

* * *

Now Rag Day is over, and Reading is sleeping,
The moonlight through silence-filled alleys is creeping,
And back on his stand the Lion rests content,
And dreams of the day of his freedom well spent.
And from the Lion's jaws a piece of cloth drags —
From the seat of the pants of the Chairman of Rags.

THE THAMES VALLEY
TRUSTEE SAVINGS BANK

★ *At least £50 repaid on demand, if required*
★ *Interest allowed 2½% and 2¾%*

33 MARKET PLACE, READING
AND BRANCHES

"Next time get my tools from Sarjents"

It's 'plane' to see they're a 'bit' better

SARJENTS TOOL STORES

"Where Craftsmen buy their Tools"

43/44 WEST STREET READING

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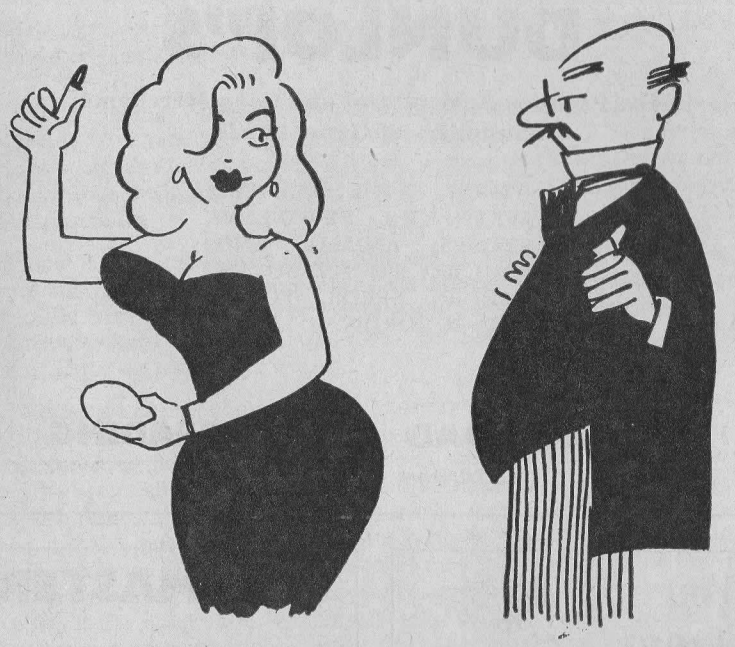
There's many a slip . . .
occasioned by wearing the wrong type of SHOES. Be fair to your feet and be kind to your pocket. Go along to . . .

DUNSTERS
FOOTWEAR SERVICE LTD.
and life will be a 'walk over'

SALES AND REPAIRS
Special X-Ray Machine for Children's Fittings

54 OXFORD STREET and 1 THORN STREET, READING Telephone 2592

A clever girl's idea of looking after herself is to get some man to do it for her.



"Congratulations, Miss Smith, this is the earliest you have reached the office late."

"I think," said the new shorthand typist triumphantly, "that the boss has decided to keep me." "Has he said so ?" asked her friend. "Oh, no," she replied, "but this morning he gave me a dictionary."

"How much are you going to pay me ?" asked the office boy.
"What you're worth," replied the boss.
"That's no good," the lad replied, "I was getting twice that at my last job."

The manager and one of his salesmen stood before a map on which coloured pins indicated the representatives in each area. "I'm not going to fire you, Cartwright," said the manager, "but just to emphasize the insecurity of your position, I am loosening your pin a little."

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The Premier Agricultural and Corn Merchants
Suppliers of Game Foods

CORN, ARTIFICIAL MANURES, FEEDING STUFFS, ANIMAL AND POULTRY FOODS, BULBS, GARDEN SEEDS, TOOLS AND SUNDRIES.

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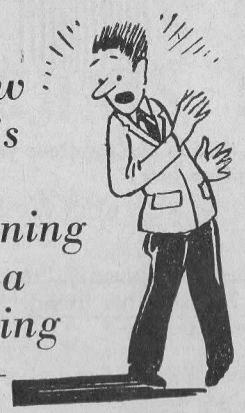
Telephone 54211 (4 lines)

You know if it's Dry Cleaning I've a leaning for—



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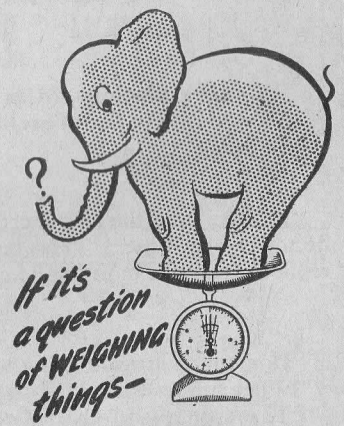

If it's a question of WEIGHING things—

HOUSEHOLD AND PERSONAL SCALES

Made by
PRECISION ENG. CO. (Reading) LTD
Obtainable from Stores and Ironmongers

The ablest man I ever met is the man you think you are. — ROOSEVELT.

HOW TO MEND A BICYCLE PUNCTURE

(This lecture was recently broadcast in the Third Programme while the Duty Announcer wasn't looking).

"Good evening, I have been asked to come here this evening and explain to you how to mend a bicycle puncture. The fact that I have never even ridden a bicycle, let alone tried to mend a puncture, should prove no hindrance, since the method is simple enough. However, I will just run over the basic principles.

"Now it is essential, first of all, that you all realize what a bicycle is. For those who have never seen one, it is a little difficult to describe, but if a motor car could have offspring, the offspring would certainly be motor cycles. Now concentrate hard and imagine the motor cycle without a motor, and you're there. Easy, wasn't it ?

"Before we can set about the vital business of actually mending the puncture, we must first ask ourselves, 'What is a puncture ? ' To answer this, we must consider the structure of the tyre in greater detail. The bicycle tyre consists essentially of an outer tube and an inner tube. It is simple to distinguish these, one from another, because the outer tube is outside the inner tube, and the inner tube is inside the outer tube. Should you have a tube in which the inner tube is outside the outer tube (or vice versa) the best thing is to take the outer tube (which now appears to be the inner tube) and place it outside the inner tube (which originally seemed to be the outer tube.) If vice versa, then read 'outer tube' for 'inner tube' and 'inner tube,' for 'outer tube' throughout. If your tyre has two inner tubes and no outer tube, the best thing to do is to take it back to the place where you bought it, as something is wrong somewhere. This arrangement (the outer tube and the inner tube) is collectively known as a pneumatic tyre (from the Greek pneumos, air, and mathos, a mat. The name refers to the Ancient Greeks' habit of using the inner tubes as air-cushions).

"The next thing to do is to discover where the puncture is. To do this, we place the bicycle in a bucket of water. It is not advisable to do this while still seated on the bicycle. Perhaps all that happens is that the bicycle gets wet, in which case we probably have not got a puncture at all. If, however, a stream of bubbles emerges from the tyre, we have in all probability found our puncture. Now, taking a piece of chalk, we make a mark to indicate the position of the puncture. We do not make the mark on the tyre itself, since this would spoil its appearance, but on the surface of the water at the point where the bubbles are arising. The bicycle may now be removed from the bucket and left to dry. Do not, at this stage, throw the water away, as we would lose our mark and have to begin all over again.

"All that remains now is to mend the puncture. But any fool can do that. Good night."

Now's the time!

to take advantage of the benefits enjoyed by all who shop at the CO-OP.

★ GOOD NEWS ! Increased divi to all CO-OP shoppers

The more you spend the more you save — your DIVI sees to that !

Reading Co-operative Society
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Next time get your
ARTISTS' MATERIALS
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Come to us for a Film Show at your next Party

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Man has his will, but woman has her way.

Is marriage a lottery ? — No, you get a chance in a lottery.

Love is a condition that begins when she sinks into your arms, and ends when she has your arms in her sink.

Overheard — "There's nothing like a dishcloth for wiping that contented look off my husband's face."

HE : "I consider myself a model husband, my dear."
SHE : "Quite true, love. The dictionary states that a model is a small imitation of the real article."

"Married ? " they asked the heavily-bandaged man on his arrival at the hospital.
"No," he replied, "hit by a bus."

Mr. Jones : "I thought there was a large balance in our joint account.
Bank Cashier : "I'm afraid your wife has beaten you to the draw, sir."

Married life would be far easier on husbands if their wives trod as lightly on their pocket-books as they do on the bathroom scales.

Marriage should be like a sweetly playing orchestra, but the brass requires to predominate.

"Anyone would think I was nothing but a cook in this house."
"Not after a couple of meals they wouldn't."

"Two more Hollywood divorces I see, old man."
"Yes, they'll soon have to publish a "Who's Whose.' "

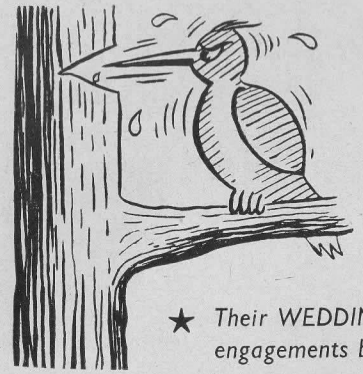
Marriage is an old institution but a man can always get out on parole.

The old cowboy had just been married and was taking his bride home to his shack on his horse. He rode in front and she rode behind him.

A mile or so down the track the horse stumbled in a rut. The old cowboy said, "That's the first time." A little farther on the horse stumbled again. The cowboy said, "That's the second time." Inevitably, the horse stumbled yet again, and the cowboy said, "That's the third time."

He then dismounted, lifted down his wife, pulled out his revolver and shot the horse dead. His wife stood speechless for a moment and then turned on him and furiously upbraided him for killing a perfectly good horse for no reason. Called him callous, brutal and inhuman. Had she known of his cruel nature, she'd never have married him. And while she nagged and railed against him, the cowboy said nothing.

When she had completely finished, however, he said, "That's the first time."



FEELING PECKISH?

—and still 'in the wood'? Then begin to enjoy life by nibbling slice after slice of ARTHUR HARRIS'S Delicious CAKES.

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ARTHUR HARRIS

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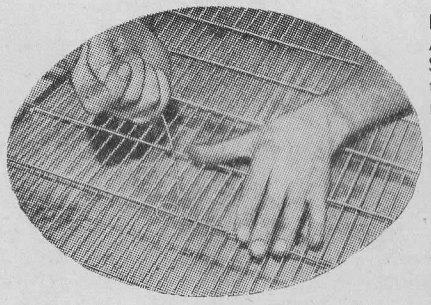
CRAFTSMEN



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Plain and Perforated Zinc, Wire and Zinc Blinds, Iron, Tinned Copper and Brass Wire and Gauze.

Oxy-Acetylene and Electric Welding

131 KING'S ROAD, READING

Telephone: **3624**

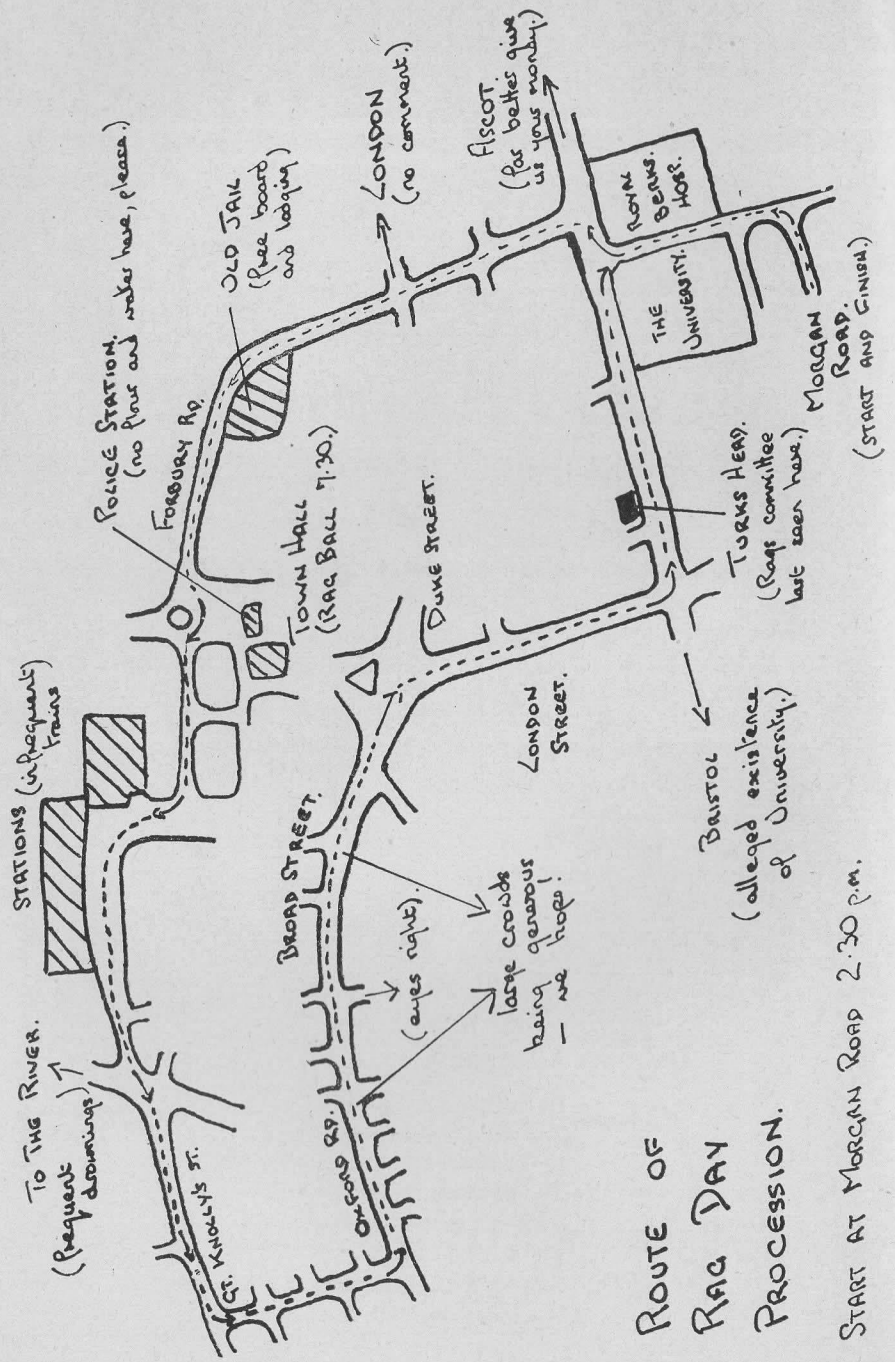
"The follies which a man regrets most are those which he didn't commit when he had the opportunity." — HELEN ROWLAND.

For many men who want a fling
A "conference" is the latest thing.
Why, say we, should this sort of "do"
Be the "perks" of the lucky few.
Anyone you like to mention
Ought to have his own Convention,
So here you'll find a bit of fun
To suit the taste of everyone.

Name of Society	*Conference at*
Early Morning Tea Makers' Club	Upton-on-Severn
Shovel Leaners' Brotherhood	Watchet
Affiliation of Strangers in These Parts	Ware
Mrs. Dale's Diary Devotees	Wye
Bridge Inquest Holders' Institution	Torquay
Other People's Newspapers Overlookers' League	Reading
Snoek Importers' Alliance	Nuneaton
Change for the Telephone Fellowship	Havant
Newlywed's Union	Rusholme
Sisterhood of Short Supply Seekers	Kew
Burglars' Study Group	Cross Keys
Late for Dinner League	Chard
Association of Drawers on Tablecloths	Staines
Litter Makers' League	Stroud
Road Diggers' Observer Corps	Idle
Football Followers' Federation	Poole

ODE TO A COMMERCIAL TRAVELLER

In Bristol she was Brenda,
She was Phyllis up in Perth,
In Salisbury she was Sally,
The sweetest thing on earth.
In Reading she was Rita,
The finest of the bunch,
But down in his expenses
She was Petrol, oil, and lunch.



Route of Rag Day Procession.

Start at Morgan Road 2.30 p.m.

ANTICIPATED SCHEDULE OF EVENTS

12.00 a.m.	RAG DAY slips quietly into Reading.
12.01 a.m.	Slips up.
12.02 a.m.	S.O.S. for Berkshire Police Force to investigate disturbance.
1.00 a.m.	Police arrive.
1.30 a.m.	Burglaries all over Berkshire.
2.00 a.m.	Police return to investigate burglaries.
3.00 a.m.	Skeleton seen hanging from Heelas clock tower.
3.01 a.m.	Police go and arrest skeleton.
3.02 a.m.	Police station covered in RAG DAY posters.
3.03 a.m.	Police rush back to station.
3.04 a.m.	Policeman seen hanging from Heelas clock tower.
3.15 a.m.	Heelas clock tower in Police station.
6.00 a.m.	Road blocks established.
6.01 a.m.	Reading Town supporters leave.
6.02 a.m.	Debris of road blocks abandoned.
9.00 a.m.	RATTLER on sale.
9.01 a.m.	Editor in jail.
9.02 a.m.	Heelas clock tower on Editor in Thames.
9.30 a.m.	House to house sale of RATTLER to unwilling people.
10.00 a.m.	Pubs open.
10.30 a.m.	Houshe of houshe of sale peeble to unwilling BOTTLER.
11.00 a.m.	Home-made firework explodes in Forbury.
11.01 a.m.	Policeman in Rags.
11.02 a.m.	Statue renamed Victoria-de-Milo.
12.0 noon.	Issue of new uniforms to policemen.
12.30 p.m.	Issue of new policemen to uniforms.
2.30 p.m.	Policeman signals procession to start.
2.31 p.m.	Rescued from beneath steam roller.
2.32 p.m.	Reading's tallest policeman.
3.30 p.m.	Procession passes Reading station.
3.31 p.m.	Chairman of Amusements despatched C.O.D. to John O'Groats.
4.30 p.m.	Procession ends.
5.00 p.m.	RATTLER sold in fish and chip shop.
5.01 p.m.	Fish and chips sold in RATTLER.
6.00 p.m.	Collecting boxes emptied.
6.30 p.m.	Four buttons, three farthings, two peppermints, one copper (not a policeman).
7.29 p.m.	Town Hall lit up.
7.30 p.m.	Dancing to GEOFF LOVE.
7.31 p.m.	Chairman of Rags lit up.
9.00 p.m.	Beer supply fails at the Oxford.
9.01 p.m.	Crush at Town Hall.
9.30 p.m.	Police arrive.
10.00 p.m.	Police lit up.
11.45 p.m.	Dance ends.
11.46 p.m.	Chairman of Rags leaves with last crate of beer.
12 midn't.	Policemen despatched C.O.D. to John O'Groats.

You can turn a horse to pony but you cannot make it mink.

A FEW OBSERVATIONS ON LIFE

It's as easy as that

Rush !
Blush !
Crush . . .
Slush —
BRUSH !

Stile . . .
Smile !
Guile . . .
While —
AISLE !

How to Avoid Taxes

Don't smoke
Don't drink alcohol
Don't drink soft drinks
Don't use petrol
Don't buy an electric cleaner
Don't buy refrigerator
Don't live,
— And above all, don't die.

A Thought

The Declaration of Independence contains 300 words.
The Ten Commandments contain 297 words.
The Lord's Prayer contains 56 words.
The order of the Office of Price Stabilisation, setting the present price of cabbage, contains 29,600 words.

———

Anyone who thinks he's indispensable should stick his finger in a bowl of water and then notice the hole it leaves when he takes it out.

———

"How do you budget your income ? "
"Oh ! 40 per cent food ; 30 per cent rent ; 30 per cent clothing ; and 20 per cent amusement and incidentals."
"But that makes 120 per cent."
"Don't I know it ! "

———

The world had been devastated by atomic warfare. Everything had been destroyed except one small island and a few trees. In one of the trees sat a dismal, lonely, male monkey, alone he thought, in the world. As he gazed at the far-distant devastation, and the turbulent sky he heard a soft voice say "Hello". He looked down and saw a small female monkey gazing up at him. He recovered from his surprise, and demanded to know how she had escaped destruction with the rest of the world. "I buried myself and lived on this," she said, and held an apple to him. "Now look," he said, "we're not starting all that again."

Wise people shop at

WELLSTEEDS *of course*

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FURNISHINGS
FABRICS
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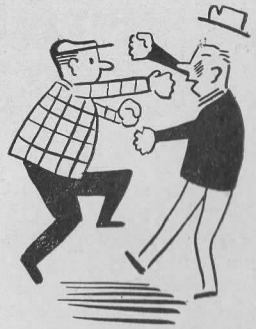
RESTAURANT

WELLSTEEDS LTD., BROAD STREET, READING *Telephone 54422*



Argument is useless

There's only ONE place if you're thinking of
FLOOR COVERINGS
and that is
PETER SHEPHERD
& CO. LTD.,
KENNET SIDE WORKS
READING
Telephone : 2153

He's off to meet the wife at

TUTTY'S
OF READING
The
Department Store where you get what you want and want what you get.

LONDON STREET, READING

Women's styles may change but their designs remain the same.

One of New York's ace salesmen has discovered why women buy. There are seven reasons :
(1) Her husband says she can't have it.
(2) It makes her look thin.
(3) It comes from Paris.
(4) Her neighbours can't afford it.
(5) Nobody else has got one.
(6) Everyone has one.
(7) It is different !

Wife : "That dress I want is selling for a song."
Husband : "If you want me to supply the notes you will have to change your tune."

Mrs. Newlywed (shyly as she looks over various foods at the grocers) : "Er, what have you got that I can use over again if I don't cook it right the first time ? "

Some of the more unusual and eye-catching sale stunts we have seen.
Health Salts advertisement : "Thinness is good for you."
In a baker's shop : "Cake like mother used to make, 1/6d."
"Cake like mother thought she made, 2/6d."

Outside a country inn : "To cyclists and photographers. Try our 2/6d. luncheons."
"Dark room provided for developments."
In a Palais de Danse : "The Management reserves the right to exclude any lady they think proper."
Outside a garage : "Don't smoke near this pump. Your life may not be worth much, but petrol is."
Brewer's slogan : "We'll turn your nozies into rozies."
In a doctor's surgery : "Remember money isn't everything. Health is the other two per cent."
In a hotel bedroom : "In event of fire — pray for rain."
In the modern chip shop : "We use atomic power — Try our Fission Chips."
At local pet shop : "Rabbits for sale, only 2 left."
16
30
120
160
249
326
645
1001

Outside a theatre presenting a musical : "We owe our successful long run to the good legs in the show."

'Friends . . . Romans . . .
Countrymen . . .
pin back your lugholes . . . '
—*Revised version.*

In more refined lingo—
listen. If you have any

NON-FERROUS SCRAP METALS

cluttering up the place,
turn them into money
by turning them into—

BROOKSIDE METAL Co
LIMITED
THAMES SIDE *(Tel. 54474/5)* **READING**

British Technical Cork
Products Limited

CAVERSHAM MILL
MILL ROAD, CAVERSHAM
READING · BERKS

Middle age is when you begin to exchange your emotions for symptoms. — COBB.

There was a young man of Calcutta
Who once had a terrible stutter.
He was cured of this twist
By a psychiatrist,
A clear case of mind over mutter !

A lady walked into a Harley Street psychiatrist's consulting room leading a duck by a gold chain. "What can I do for you ? " asked the psychiatrist.
"You can't do anything for me," answered the woman, "It's my poor husband—he seems to think he's a duck."

A young dentist and a young doctor shared the services of a receptionist and both fell in love with her. The dentist was called away on business, so he sent for the receptionist and said : "I'm going to be away for ten days. You will find a little present in your room."
She went in and found ten apples.

There was a young woman, Miss Bright,
Who travelled much faster than light,
She went out one day,
In a relative way,
And returned the previous night.

Maternity is a matter of fact, paternity will always be a matter of opinion.

Tourist : (visiting country village). "Any big men born around here ?"
Villager : "Nope, best we can do is babies."

Jones needed to consult a doctor, and told his friend about this.
"He'll only read you advice out of a book," said his friend.
"Yes, I know, but he'll know which page to look."

When a doctor becomes sick and another doctor doctors him, does the doctor doing the doctoring have to doctor the doctor the way the doctor being doctored wants to be doctored, or does the doctor doing the doctoring of the doctor, doctor in his own way ?

As one strawberry said to the other: "If we hadn't been in the same bed together we wouldn't be in this jam now."

MAKE THE
T. E. S. T.

If your Concrete Mixer isn't a good mixer, help it to "hold its own" ! Let the specialists repair and rejuvenate it — obviously

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who also have the knack of finding that spanner someone threw at the "Works".

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Really reliable repairs expertly executed - Telephone : 67633

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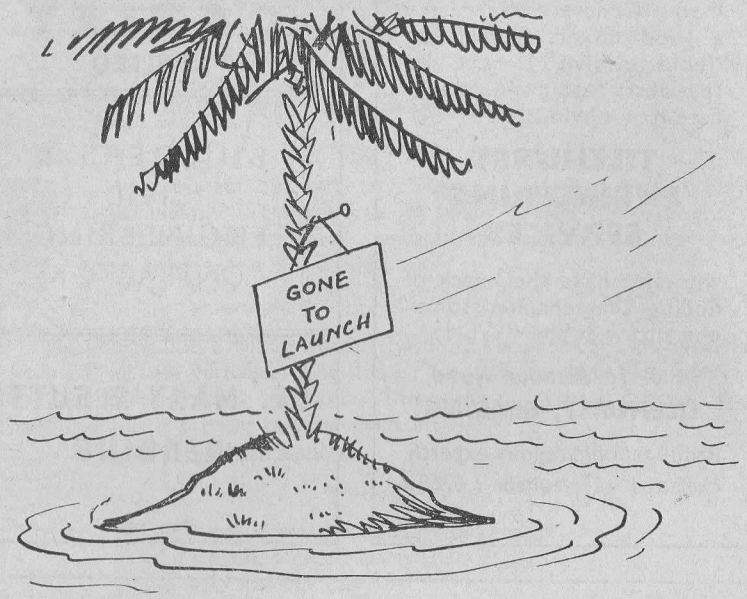
BUILDERS & CIVIL ENGINEERING CONTRACTORS

ST. MARY'S BUTTS READING

Tel. 54231

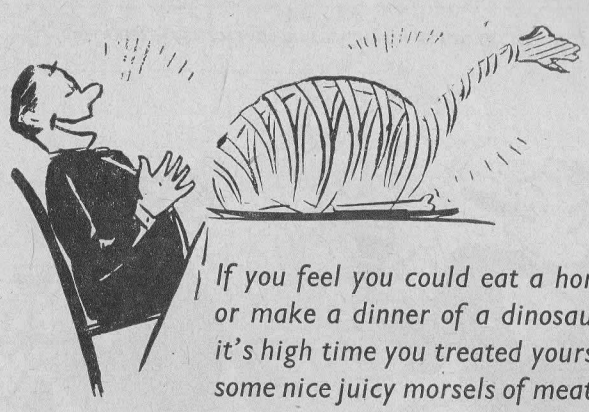
It's one thing pouring oil on troubled waters, but what do you pour on troubled oil? — TRUMAN.



An African chief made his fortune by growing peanuts, and he decided to take his wife to see London. They were entertained as guests of honour by the Lord Mayor for a prolonged holiday, during which they visited all the customary sights. At the end of their time in London, the Lord Mayor said, "In order to remind you of your visit we would like you to take back a memento to your village; you may choose anything you like." After consultation with his wife, the chief at last decided they would like a really good English double bed. This wish was granted and the bed went with their luggage back into the heart of the jungle to their village. The royal hut was of grass and quite large, but it contained the thrones of the royal couple so that it was impossible to fit the bed in. The only way out was to build a new hut and temporarily stow the thrones away in the roof. This they did; the thrones were put among the rafters and the bed installed in the hut. But when the royal pair were in bed that night there was a cracking, shattering noise and suddenly the thrones fell on top of the bed and killed the sleepers. Which only goes to show that people who live in grass houses shouldn't stow thrones!

Missionary (visiting school): "In Africa there are miles and miles of country without a single school. Why should we save our pennies then?"

Small boy: "To pay our fares to Africa."



If you feel you could eat a horse, or make a dinner of a dinosaurus, it's high time you treated yourself to some nice juicy morsels of meat from

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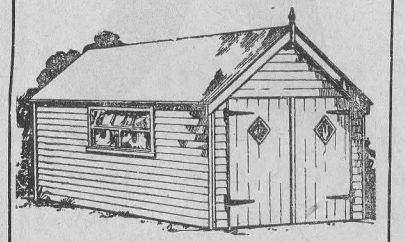
Head Office: **138-9 FRIAR ST. · READING**

Telephone 2229 *Branches throughout the District*



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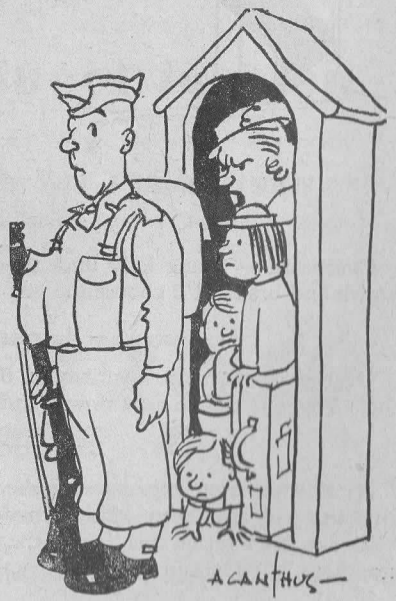
A garden Shed? A garden Seat? Let DAVEY'S make your lot complete.



"It's high time they built a few married quarters."

The students' greatest labour-saving device is, "tomorrow."

TERM TIME

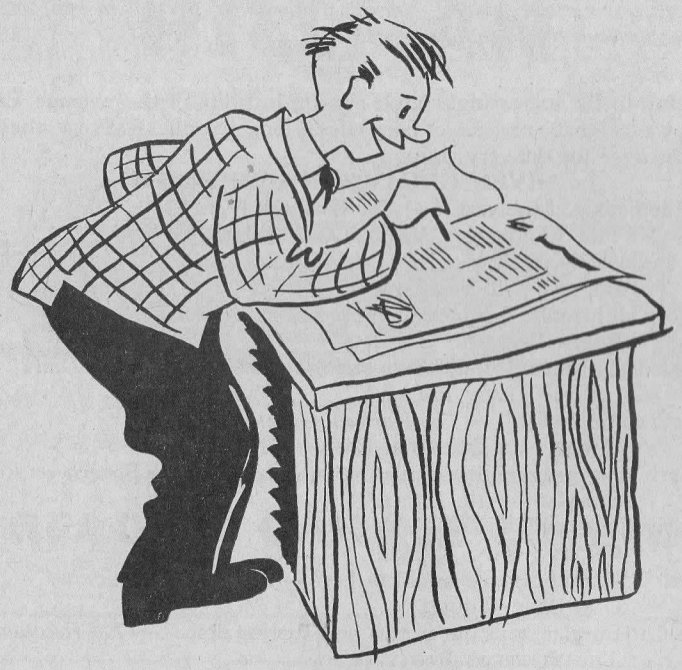
LONG VAC.

Overheard — young lady undergraduate : "If I had to choose between brawn and brains, I'd choose the one with the money."

Overheard — young gentleman undergraduate : "Glorious creature, she's Vogue from the neck down, and vague from the neck up ! "

As the non-stop express screeched to a halt in the small station, the students who had been waiting made for the nearest compartment door. "But you can't get on this," cried the guard, indignantly, "this train doesn't stop here." "Then in that case," replied one student, "we're not on it ! "

Never put off till tomorrow what can wait till next week.



Strictly to Specification

What liberties some artists take ! What we wished to convey was that AIRCRAFT Industry V.I.P.'s can always rely on our SHEET METAL WORK being up to standard—their standard.

EVERETT & CO. LIMITED

Workers in Sheet Metal for the Aircraft Industry

ALSO GENERAL SHEET METAL WORK UNDERTAKEN

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Telephone : 54034-5-6

Children are natural mimics — they act like their parents in spite of every attempt to teach them good manners.

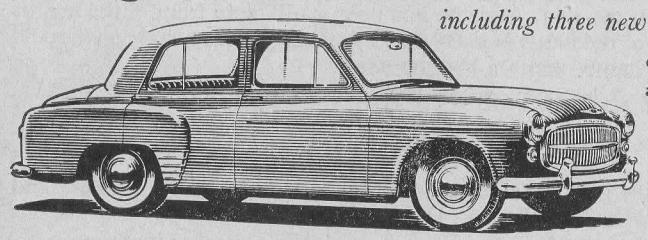
Owing to the increasingly adult approach to life of the average English child, we feel that a revision of fairy tales is long overdue. RATTLER, therefore, introduces — for the very young :

"EVEN GRIMMER FAIRY TALES"

"The spy story of the year." — *The Woman's World.*
"THE WONDERFUL VAMP TAKES A-LAD-IN."
"For students — of world affairs." — *Time.*
"IKE AND THE PEASTALK."
"A story all juvenile delinquents must hear." — *Evening Stealth.*
"ROBIN PETER TO PAY PAN."
"A speedway romance that wants seeing for disbelieving." — *Daily Noise.*
"CINDER TRACK RELLA."
"A new atomic twist." — *The Harwell Gazette.*
"WHERE NOT ONLY THE RAINBOW ENDS."
"A stern story proving that crime does not pay." — *The Bow Street Runner.*
"SIN-BAD — THE JAILER."
"A revealing story." — *The Sunday Blurb.*
"GOODY ! TWO KNEES."
"What 'A' film this story would make." — *News of the Universe.*
"ONE BABE WOULD."
"The Cat-Burglar steps out in this non-stirring epic." — *The Recorder.*
"THE SLEEPING BOOTY."

Some mistakes by the average English child !
"The joys of childhood are nothing compared with the joys of adultery."
— Child's Essay.
Definitions — and all their own work :
"Adolescence is the stage between puberty and adultery."
"Antipodes are animals without legs, such as snakes."
"An aorta is a man who makes long speeches."
"Appendicitus is information of the appendix."
"A bamboo is an Italian baby."
"A Black Maria is a negro's wife."
"A catalogue is a dialogue for four people."
"A census taker is a man who goes from house to house increasing the population."
"Chivalry is the attitude of a man to a strange woman."
"A comma is what a medium falls into."
"A corps is a dead gentleman, a corpse is a dead lady."
"An Evangelist is one who brings the gossip."
"Gorilla warfare means when the sides get up to monkey tricks."
"The handicapped are the blind, deaf and deceased."
"The harp is the national weapon of Wales."
"The Inquisition was a play presented at the court of Ferdinand and Isabella."
"The Kodak is the Bible of the Mohammedans."
"An octopus is eight pieces of music."

HILLMAN
PRESENT
5 new leaders in the light car class
including three new O.H.V. models



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£480 plus p.t. £201.2.6

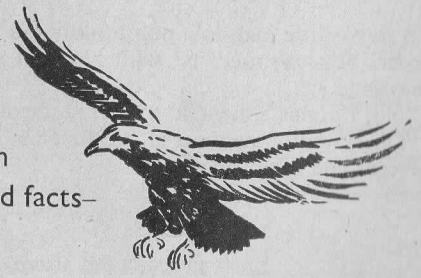
White-wall tyres, over-riders and stainless rimfinishers available as extras

NEW MINX O.H.V. DE LUXE SALOON *Illustrated above—the finest of all light cars*

Also the NEW O.H.V. CALIFORNIAN · NEW MINX O.H.V. CONVERTIBLE
NEW MINX SPECIAL SALOON · NEW HILLMAN ESTATE CAR

READING GARAGE CO. LTD
Cork Street, Reading. Telephone: 3463

Still Wavering ?



Then come to a decision NOW. Get down to hard facts– as hard as some of the specialities of . . .

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CONCRETE BLOCKS A SPECIALITY

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Telephone 60677

Barnett's the Best Bet — All Ways

The mourning after the night before.

Unseasoned

A stranger called at a quiet country inn one evening. He had travelled some distance in the rain. After he had been standing in front of the fire for some time, one of the locals noticed that the stranger was bow-legged, so he walked up and tapped him on the shoulder.

"Owd partner," he said, "move back — you're warping ! "

Gentleman in a pub has a glass of beer — goes outside for a moment and leaves a note by the beer, saying :

"I have put my thumb in this."

Comes back and finds notice :

"Drank beer — no sign of thumb."

Most people can drink beer just as well sitting down as they can standing up. But few people can stand up just as well after they have been drinking sitting down, as they sit after drinking standing up. Moral — You can't expect to be as fit as a fiddle after you've been tight as a drum.

A meek little man in a pub timidly touched the arm of a man putting on a coat. "Excuse me," he said, "but do you happen to be Mr. Smith of Newcastle ? "

"No, I'm not," the man answered impatiently.

"Oh-er-well," stammered the first man, "you see, I am, and that's his overcoat you're putting on."

Lush supper's fell aftermath ! One's
Steps wander from where the path runs —
And one's startled to think
Of the cost of the drink
In terms of "How many Bath Buns ? "

An elegant lady was accidentally bumped by a passing American. He apologized, but with a freezing look, she exclaimed, "How gauche."

"Fine," he answered. "How gauche it with you ? "

The Government puts up the banns, and now we are wedded to forms.

THE OLDER ONE GETS
the wiser one grows. But you don't need to be as old as Methuselah to know that

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COLNBROOK 207 · FARNHAM 5530 · WALTON-on-THAMES 1901

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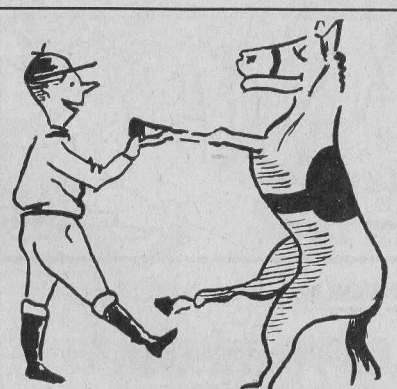
Some say "Good old Sergeant"
and some say good old MEABY
for making such appetising BREAD
and confectionery . . .

HARRY MEABY LTD
Bakers and Confectioners

QUEEN'S RD. MACHINE BAKERY, 102/4 QUEEN'S RD.
Telephone 55158 READING Established 1840



"Thanks, pal"
— and thanks, too, to "Smiler"
for supporting our cause.

FRED SMITH
(SMILER)
TURF ACCOUNTANT

Member of the N.T.P.S. and N.S.L. Credit Accounts from £2 upwards opened on approved references.

44 Crown Street,
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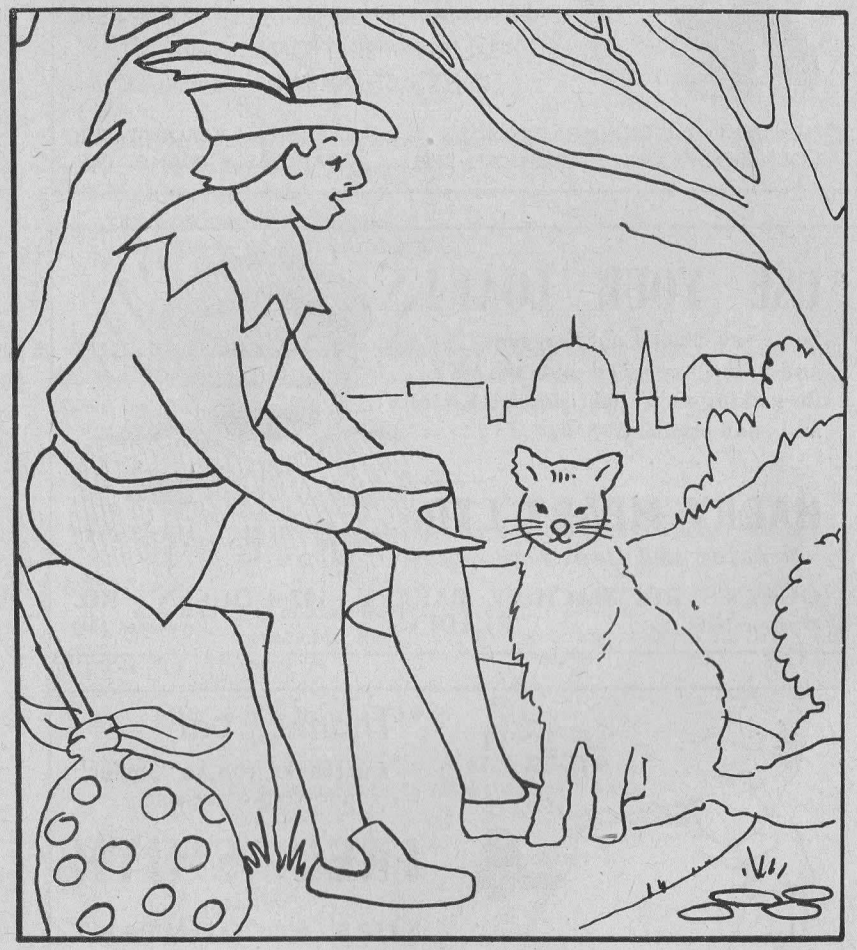
"RATTLER" CHILDREN'S PAINTING COMPETITION

This is open to two age groups: (i) under 8 YEARS. (ii) 8-14 YEARS.

Colour this picture in either paint or crayon and send it, with the entry form below, to Auntie Gay, RATTLER, The University, Reading.

TWO PRIZES of book tokens will be awarded in EACH age group. Age and neatness will be taken into consideration. All entries must reach the Editor not later than March 1st, 1955.



ENTRY FORM

FULL NAME..... AGE.....years.....months.

ADDRESS.....

.....

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SHOPS: Broad St. Corner, Reading
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Keep your eye on the ball and keep your eye on...

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British Red Cross Society.
Reading Association for Welfare to the Blind.
National Children's Homes.
Save the Children Fund.
Watlington House Management Committee.
Reading Dispensary Trust.
Church of England Children's Homes.
Infantile Paralysis Fellowship.
Reading and District Refugee Committee.
Reading and District Social Service.
Mid-Southern Hospitals Welfare Committee.
Reading and District Hospitals Management Committee.
Home for Spastic Children.

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ACKNOWLEDGMENTS

THE COMMITTEE would like to express their sincere thanks to :

Messrs. McMillan Graham & Co. Ltd., Manchester, for their patience and invaluable assistance.

Messrs. C. Nicholls & Co. Ltd., Reading, for printing this magazine, and for their advice.

All the Advertisers who, by their support, have made RATTLER possible.

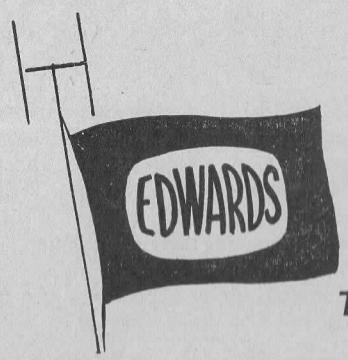
All other firms, organisations, and individuals who have helped in any way whatsoever.

All contributors to RATTLER.

The police, for their co-operation throughout the Rag.

And to you, for your support.

FIRST IN READING 1925



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— knowing one end of a car from the other.
— knowing what to look for and where to look for it.
— knowing how to do RELIABLE REPAIRS and how to give GOOD SERVICE.
— knowing what to charge to keep customers contented.

Always at your service at —

ERLEIGH HILL SERVICE STATION
WOKINGHAM RD. [Phone 61422] READING

There's one thing about modern art, things can't be as bad as they're painted.

Message from the Chairman of Rags Committee

On behalf of all the members of Rags Committee, I would like to thank everyone who has so kindly helped, had patience and forbearance with that organisation's whims and desires. Charity is not an entirely lost cause in these modern times and our Rag is an excuse for collecting in that cause. I feel sure that I express a general feeling on behalf of Reading University Students when I say that if you, the general public, enjoy our celebrations as much as we, the students, enjoy organising and participating in them, then we are all satisfied.

JOHNY WILLIAMS.

Contributions from Rags Committee for RATTLER.
— or the Space to Park Your Chewing Gum.

"WHO'S YOUR CHEF?"

—the inevitable guess when meals are served which would do justice to a Lord Mayor's banquet, yet are just the result of fore-thought and

T.V REFRIGERATION

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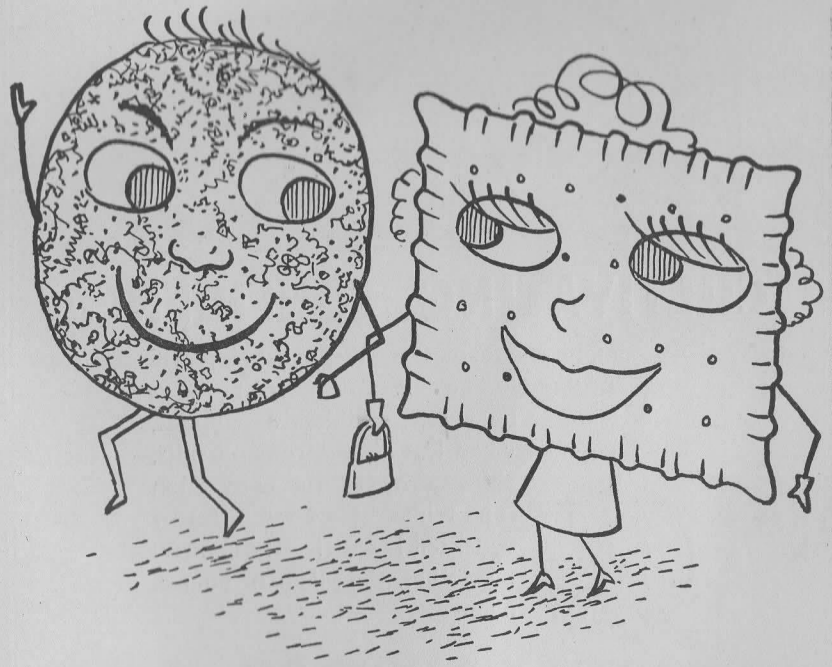
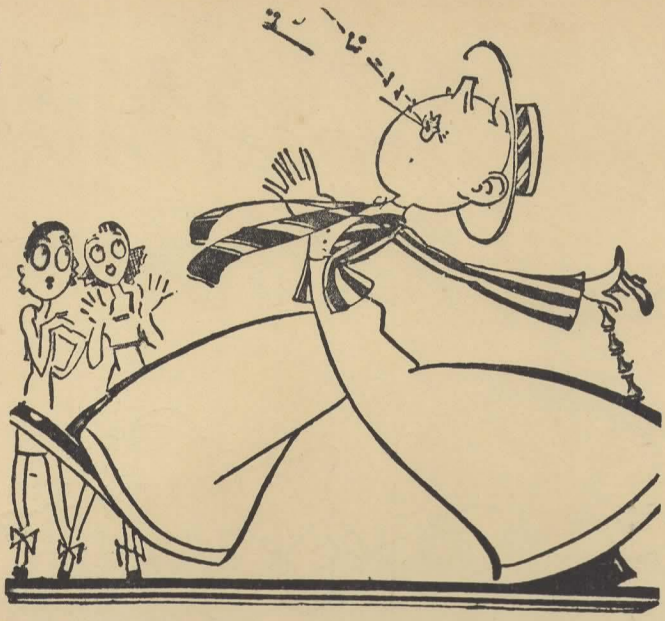
As Ginger Nut said to Petit Beurre



the first name we think of is

Huntley & Palmers



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